## **ABSTRACT**

Couplers for hair coloring compositions for oxidative dyeing of hair are compounds of the formula (1):

$$\begin{array}{c|c}
 & R^2 \\
 & N \\
 & R^1 \\
 & R^4 \\
 & R^3
\end{array}$$
(1)

wherein X is selected from halogen and R<sup>5</sup>SO<sub>4</sub> where the halogen is preferably CI, Br or I; R, R<sup>1</sup> and R<sup>2</sup> are each individually selected from C<sub>1</sub> to C<sub>22</sub> alkyl and C<sub>1</sub> to C<sub>22</sub> mono or dihydroxyalkyl, or two of R, R<sup>1</sup> and R<sup>2</sup> together with the nitrogen atom to which they are attached form a C<sub>3</sub> to C<sub>6</sub> saturated or unsaturated ring optionally containing in the ring one or more additional hetero atoms selected from O, S and N atoms; R<sup>3</sup> and R<sup>4</sup> are each individually selected from C<sub>1</sub> to C<sub>6</sub> alkyl, C<sub>1</sub> to C<sub>6</sub> hydroxyalkyl, C<sub>1</sub> to C<sub>6</sub> alkoxy, C<sub>1</sub> to C<sub>6</sub> aminoalkyl or R<sup>3</sup> and R<sup>4</sup> together form a C<sub>1</sub> to C<sub>5</sub> alkylene group; and R<sup>5</sup> is selected from C<sub>1</sub> to C<sub>22</sub> alkyl and C<sub>1</sub> to C<sub>22</sub> mono or dihydroxyalkyl.